

### REMARKS

The Office Action dated January 29, 2008, and made final, has been carefully reviewed and the foregoing amendment has been made in consequence thereof.

Claims 1, 3-32, and 49-55 are now pending in this application. Claims 1-32 and 49-52 stand rejected. Claim 2 has been canceled. Claims 53-55 are newly added. No additional fee is due for newly added Claims 53-55.

The rejection of Claims 1-24 under 35 U.S.C. § 102(a) as being anticipated by U.S. Patent Publication No. 2004/0002386 to Wolfe, et al. (hereinafter referred to as “Wolfe”) is respectfully traversed.

Wolfe describes a casino information management system that includes a casino server (20) and a plurality of hand-held devices (12) connected to the casino server (20) by a wireless communication system (13). A casino employee may use a hand-held device (12) to coordinate drop box processing, receive and place beverage orders from players, facilitate communications between multiple players, and coordinate jackpot processing. Moreover, the employee may use the hand-held device (12) to obtain information from the casino server (20) about a particular gaming machine or a group of gaming machines, or about a particular player or a group of players. For example, the employee may locate players that have wagered more than a specified amount of money within a certain time period. If such a player does not have a player account for a player tracking service, the employee may register the player using the hand-held device (12). Notably, Wolfe does not describe nor suggest permitting the unenrolled player to play a gaming device using an unenrolled player account. Moreover, Wolfe does not describe nor suggest awarding the unenrolled player enrollment incentives for enrolling in the player tracking system.

Claim 1 recites a method of registering an unenrolled player in a player tracking system, wherein the method comprises “permitting the unenrolled player to play a gaming device using an unenrolled player account . . . detecting a triggering event . . . notifying the unenrolled player after the occurrence of the triggering event . . . allowing the unenrolled

player to enroll in the player tracking system in response to the notification . . . awarding the unenrolled player enrollment incentives for enrolling.”

Wolfe does not describe nor suggest a method of registering an unenrolled player in a player tracking system, as is recited in Claim 1. More specifically, Wolfe does not describe nor suggest permitting the unenrolled player to play a gaming device using an unenrolled player account. Moreover, Wolfe does not describe nor suggest awarding the unenrolled player enrollment incentives for enrolling in the player tracking system. Rather, Wolfe describes a casino information management system that includes a hand-held device that may be used by a casino employee to find players that are not enrolled in a player tracking system and have wagered a sufficiently high amount of money within a particular time period, and to enroll such a player in the player tracking system.

Applicants respectfully traverse the Examiner’s assertions at page 2 of the Office Action that Wolfe describes “permitting the unenrolled player to play a gaming device using an unenrolled player account, ([0118])....” Rather, paragraph [0118] describes displaying a list of “hot” players to a casino employee with a hand-held device, wherein the players may be carded players or uncarded players. The employee may display particular information about each player and, after approaching an uncarded hot player, may enroll the player in a player tracking system to gain information about the player. However, Wolfe does not describe nor suggest that the player is playing using an unenrolled player account.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Wolfe.

Claim 2 has been canceled. Claims 3-24 depend from independent Claim 1. When the recitations of Claims 3-24 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 3-24 likewise are patentable over Wolfe.

For at least the reasons set forth above, Applicants respectfully request that the Section 102 rejection of Claims 1-24 be withdrawn.

The rejection of Claims 49-52 under 35 U.S.C. § 102(b) as being anticipated by U.S. Patent 6,896,618 to Benoy, et al. (hereinafter referred to as “Benoy”) is respectfully traversed.

Benoy describes a player tracking system that includes a player tracking account server (60) that collects player data from a player tracking unit (56) within each of a plurality of gaming devices (90, 92, 94, 96). Each player tracking unit (56) includes a card reader (24), a speaker and microphone (58), and a touch screen display (16). The player tracking unit (56) may be used to login to the player tracking system as an existing player and/or to enroll in the player tracking system as a new player before, during, or after the player plays a game at a gaming device (90, 92, 94, 96). Notably, Benoy does not describe nor suggest a means for tracking uncarded play by uncarded players having uncarded player accounts. Moreover, Benoy does not describe nor suggest a means for awarding enrollment incentives for enrolling in the player tracking system.

Claim 49 recites a player tracking system for uncarded players, wherein the system comprises “means for tracking uncarded play by uncarded players having uncarded player accounts . . . means for awarding enrollment incentives for enrolling in the player tracking system.”

Benoy does not describe nor suggest a player tracking system for uncarded players, as is recited in Claim 49. More specifically, Benoy does not describe nor suggest a system that includes a means for tracking uncarded play by uncarded players having uncarded player accounts. Moreover, Benoy does not describe nor suggest a means for awarding enrollment incentives for enrolling in the player tracking system. Rather, Benoy describes a player tracking unit within a gaming machine that enables a player to login to a player tracking system as an existing player and/or enables the player to register as a new player with the player tracking system.

Applicants respectfully traverse the Examiner’s assertion at page 4 of the Office Action that Benoy describes each element of Claim 49 at column 2, lines 25-36. Rather, column 2, lines 25-36 of Benoy describes a cardless tracking system that enables a player to

register for a tracking account at a gaming machine by entering account information and personal information. However, column 2, lines 25-36 do not describe nor suggest that the tracking system tracks play by uncarded players using uncarded player accounts.

Accordingly, for at least the reasons set forth above, Claim 49 is submitted to be patentable over Benoy.

Claims 50-52 depend from independent Claim 49. When the recitations of Claims 50-52 are considered in combination with the recitations of Claim 49, Applicants submit that dependent Claims 50-52 likewise are patentable over Benoy.

For at least the reasons set forth above, Applicants respectfully request that the Section 102 rejection of Claims 49-52 be withdrawn.

The rejection of Claims 11-16 under 35 U.S.C. § 103(a) as being unpatentable over Wolfe in view of U.S. Patent Publication No. 2004/0127284 to Walker, et al. (hereinafter referred to as “Walker”) is respectfully traversed.

Wolfe is described above. Walker describes a system (100) that includes one or more controllers (102) in communication with one or more game machines (104). The system (100) enables messages to be sent between a controller (102) and a game machine (104), from one game machine (104) to another game machine (104), and/or from a game machine (104) or controller (102) to another device, such as a large display screen. Messages may include, for example, status messages, gaming-related messages, messages relating to comps or a player’s casino visit, and/or news alerts. Moreover, messages may be categorized based on criteria such as a type of message, message content, an originator of a message, and/or a length of a message.

Claim 1 recites a method of registering an unenrolled player in a player tracking system, wherein the method comprises “permitting the unenrolled player to play a gaming device using an unenrolled player account . . . detecting a triggering event . . . notifying the unenrolled player after the occurrence of the triggering event . . . allowing the unenrolled

player to enroll in the player tracking system in response to the notification . . . awarding the unenrolled player enrollment incentives for enrolling.”

No combination of Wolfe and Walker, considered alone or in combination, describes nor suggests a method of registering an unenrolled player in a player tracking system, as is recited in Claim 1. More specifically, no combination of Wolfe and Walker, considered alone or in combination, describes nor suggests permitting the unenrolled player to play a gaming device using an unenrolled player account. Moreover, no combination of Wolfe and Walker, considered alone or in combination, describes nor suggests awarding the unenrolled player enrollment incentives for enrolling in the player tracking system. Rather, Wolfe describes a casino information management system that includes a hand-held device that may be used by a casino employee to find players that are not enrolled in a player tracking system and have wagered a sufficiently high amount of money within a particular time period, and to enroll such a player in the player tracking system, and Walker describes a casino communication system that enables game machines, controllers, and/or other devices to send and display messages to players.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Wolfe in view of Walker.

Claims 11-16 depend from independent Claim 1. When the recitations of Claims 11-16 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 11-16 likewise are patentable over Wolfe in view of Walker.

For at least the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 11-16 be withdrawn.

The rejection of Claims 17-22 and 25-32 under 35 U.S.C. § 103(a) as being unpatentable over Wolfe in view of Benoy is respectfully traversed.

Wolfe and Benoy are described above.

Claim 1 recites a method of registering an unenrolled player in a player tracking system, wherein the method comprises “permitting the unenrolled player to play a gaming device using an unenrolled player account . . . detecting a triggering event . . . notifying the unenrolled player after the occurrence of the triggering event . . . allowing the unenrolled player to enroll in the player tracking system in response to the notification . . . awarding the unenrolled player enrollment incentives for enrolling.”

No combination of Wolfe and Benoy, considered alone or in combination, describes nor suggests a method of registering an unenrolled player in a player tracking system, as is recited in Claim 1. More specifically, no combination of Wolfe and Benoy, considered alone or in combination, describes nor suggests permitting the unenrolled player to play a gaming device using an unenrolled player account. Moreover, no combination of Wolfe and Benoy, considered alone or in combination, describes nor suggests awarding the unenrolled player enrollment incentives for enrolling. Rather, Wolfe describes a casino information management system that includes a hand-held device that may be used by a casino employee to find players that are not enrolled in a player tracking system and have wagered a sufficiently high amount of money within a particular time period, and to enroll such a player in the player tracking system, and Benoy describes a player tracking unit within a gaming machine that enables a player to login to a player tracking system as an existing player and/or enables the player to register as a new player with the player tracking system.

Accordingly, for at least the reasons set forth above, Claim 1 is submitted to be patentable over Wolfe in view of Benoy.

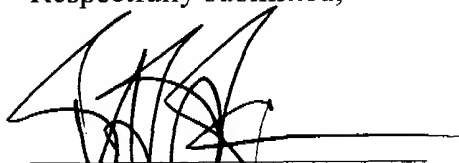
Claims 17-22 and 25-32 depend from independent Claim 1. When the recitations of Claims 17-22 and 25-32 are considered in combination with the recitations of Claim 1, Applicants submit that dependent Claims 17-22 and 25-32 likewise are patentable over Wolfe in view of Benoy.

For at least the reasons set forth above, Applicants respectfully request that the Section 103 rejection of Claims 17-22 and 25-32 be withdrawn.

Newly added Claims 53-55 depend from independent Claim 1. When the recitations of Claims 53-55 are considered in combination with the recitations of Claim 1, Applicants submit that Claims 53-55 likewise are patentable over the cited art.

In view of the foregoing amendment and remarks, all the claims now active in this application are believed to be in condition for allowance. Reconsideration and favorable action is respectfully solicited.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'R. B. Reeser, III', written over a horizontal line.

Robert B. Reeser, III  
Registration No. 45,548  
ARMSTRONG TEASDALE LLP  
One Metropolitan Square, Suite 2600  
St. Louis, Missouri 63102-2740  
(314) 621-5070